DOCUMENT RESUME

ED 394 023 CE 071 356

AUTHOR Yate, Martin
TITLE Beat the Odds. Career Buoyancy Tactics for Today's Turbulent Job Market.
REPORT NO ISBN-0-345-38768-6
PUB DATE 95
NOTE 412p.
AVAILABLE FROM Ballantine Books, 201 East 50th Street, New York, NY 10022 ($23).
PUB TYPE Books (010)

EDRS PRICE Document Not Available from EDRS.
DESCRIPTORS Adults; *Career Development; *Career Planning; *Change Strategies; Demand Occupations; Emerging Occupations; Employer Employee Relationship; Employment Patterns; *Employment Practices; Employment Problems; *Entrepreneurship; *Futures (of Society); Job Layoff; Job Skills; Occupational Mobility; Self Actualization; Self Evaluation (Individuals)

ABSTRACT

This book offers a blueprint to achieve and maintain career buoyancy in the face of downsizing, outsourcing, restructuring, and other present and future job-loss situations. The book provides advice on establishing a solid job base with a professional core career in a healthy, growing industry; making use of that care career as a foundation to build a thriving entrepreneurial career; and always keeping a dream career in sight. Part 1: "The Core Career," looks at these topics: the end of corporate loyalty; old theories about work and careers; a blueprint for success in the new world of work; why layoffs will continue and what to do about it; emerging job opportunities; successful core career behaviors; and career management techniques. Part 2: "The Dream Career," examines the relationship between buoyancy and career dreams and provides dream career blueprints. Part 3: "The Entrepreneurial Career," considers the characteristics of the new entrepreneurs and how to start a business enterprise. Part 4: "Beating the Odds," explains how to design a personal work-life buoyancy plan. Three appendixes contain information on the education options for staying abreast of change, when a layoff can pay off, and legal work-for-hire and nondisclosure agreements. Contains a list of 146 resources also available. (KC)

****
* Reproductions supplied by EDRS are the best that can be made *
* from the original document. *
****